

ABSTRACT OF THE DISCLOSURE

An image processing apparatus includes a detecting unit that detects pieces of additional information embedded in image data, an analyzing unit that analyzes the detected pieces of additional information, and an embedding unit that (a) updates, when the analyzing unit analyzes that any of the detected pieces of additional information includes predetermined information, the predetermined information included in the piece of additional information, and embeds the updated predetermined information into image data at a location where the predetermined information is originally embedded, or (b) embeds, when the detected pieces of additional information do not include the predetermined information, a new piece of additional information including updated information, into the image data at a location that does not overlap locations where the detected pieces of additional information are embedded, the updated information being equivalent to the predetermined information.